

Lesson 10: Marketing Healthy School Meals

Lesson 10

Marketing Healthy School Meals

Slide 1

Photo: Chicken Stir-fry

USDA's *Tool Kit for Healthy School Meals*

Slide 2

Overview

A marketing plan is an overall strategy used to promote and enhance the image of child nutrition services, satisfy your customers and meet their needs.

The way you promote your menus influences a student's decision whether to eat in your cafeteria or somewhere else. Your school lunch program is competing with fast-food franchises, lunches from home, and other food sales on campus. Increasing awareness of your healthy school meals and making your cafeteria a fun place to eat will increase customer participation and sales! And that increases the number of times a child consumes a healthy meal.

USDA has established Team Nutrition to help implement the *School Meals Initiative for Healthy Children*. Its mission:

To improve the health and education of children by creating innovative public and private partnerships that promote food choices for a healthful diet through media, schools, families, and the community.

Notes

1 Interest Building

Strategy/Set

Show Food Art from USDA's *Tool Kit for Healthy Meals*.

2 Review Competencies

3 Purpose

The purpose of this lesson is to review basic marketing guidelines and activities that will help school food services to:

- increase participation
- increase customer satisfaction
- increase recognition as providing healthy food choices
- improve public relations
- empower staff

This lesson will help you encourage students at your school to stay on campus, promote the link between nutrition education in the classroom and healthy food choices in the cafeteria, and see that both the teachers and students enjoy the healthy foods you are serving.

Show Slide 2. Is this a healthy food your students would enjoy?

4 Transfer

What are some monthly activities you perform as a Child Nutrition Director? Is planning promotions one of your monthly activities?

Today, you will learn what a marketing plan is and have an opportunity to plan one marketing activity for a targeted audience.

Support the Team Nutrition principles and share these common values as you think about developing your plan to market healthy school meals:

1. We believe that children should be empowered to make food choices that reflect the Dietary Guidelines for Americans.
2. We believe that good nutrition and physical activity are essential to children's health and educational success.
3. We believe that school meals that meet Dietary Guidelines for Americans should also appeal to children and taste good.
4. We believe our programs must build upon the best science, education, communication and technical resources available.
5. We believe that public-private partnerships are essential to reaching children to promote food choices for a healthful diet.
6. We believe that messages to children should be age-appropriate and delivered in a language they speak, through media they use, in ways that are entertaining and actively involve them in learning.
7. We believe in focusing on positive messages regarding food choices children can make.
8. We believe it is critical to stimulate and support action and education at the national, state and local levels to successfully change children's eating behaviors.

One important component of Team Nutrition is to link nutrition education in the classroom with the cafeteria. Teachers are important to forming that link. As such they are also important customers and should be an integral part of your overall marketing plan.

Scholastic, Inc. has developed an integrated nutrition education program in cooperation with USDA's Team Nutrition. The kits called ***Food Times*** for Grades 1-2 and ***Food Works*** for Grades 3-5 contain materials designed to be integrated into the regular classroom curriculum. These materials teach the basics of healthy eating in a lively way that engages students and takes the message beyond the classroom to the school cafeteria and into students' homes. The goal of the curriculum is to improve the health of children by empowering them to:

- Choose a variety of foods
- Eat more grains, vegetables and fruits
- Construct a diet lower in fat

Each lesson includes a ***Lunchroom Link*** – suggestions on how to take the lesson's message into the school cafeteria. By working along with food service personnel at

Notes

In addition, you will learn how teachers can link promotional activities to their classroom nutrition education programs. (Each lesson in the new Scholastic Team Nutrition kit has an activity that links that Scholastic Lesson to the cafeteria.) How can food service staff find out about the Scholastic Lesson? Point out Appendix A: Example of Scholastic Lesson.

the school, teachers will have an opportunity to provide a richer learning experience for their students.

Well-planned marketing activities will encourage customers to make healthy food choices. Marketing includes research, merchandising and promotions.

Merchandising

Merchandising

Visually marketing products that appeal to your customers.

- Displays
- Bulletin boards
- Food samples

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Merchandising is vital to a strong marketing plan. How food and menus are presented to customers will determine acceptance. Garnishes and displays make food more attractive and encourage healthy food choices. In addition, bulletin boards and posters can help to enhance the tray line area.

Have you ever seen a fast-food franchise with poor lighting? A clean, well-lighted food line and staff in attractive uniforms communicates to your customers that you have a quality program.

Promotions

Promotions

- Single event or series of events to increase interest
- Product focused
- Short period of time

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Promotions are single events or a series of events designed to increase interest in the school lunch program, or increase the popularity of a menu. Promotions are focused on the product and the customers and usually last for a short period of time. For example, providing a healthy snack and information about healthy school meals during a parent meeting promotes your program.

Notes

Give examples of promotions:
Beans - Count the Beans, Western Days
Fruits & Vegetables - 5 a day campaign

Key Steps to a Successful Marketing Plan

Key Steps to a Successful Marketing Plan

- Commitment
- Strategic planning
- Consistent
- Continual
- Empower and motivate staff
- Customer service

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Commitment & Strategy for the Future

School food service directors, managers and site staff need to be committed to the marketing plan. Everyone involved needs to understand that the plan and the results are an investment strategy for the future of their own school lunch program. The return on investment will be increased **participation, sales and good public relations!**

Consistent & Continual

Your efforts to carry out each aspect of the marketing plan need to be **consistent** and **continual**. Don't skip a month because there's a lot going on. Customers begin to expect the special promotions and will be disappointed when their expectations aren't met.

Empower Staff to Achieve Quality Service

Empower and motivate your employees to plan and do the promotions. The most successful directors are those who transform marketing into a line function. The site staff that serve your customers every day are performing a line function. How staff prepare, showcase, and serve foods to customers is critical to the success of your marketing healthy food choices. Your staff need to view students as customers who support staff employment. Their extra marketing efforts will increase participation, which will support employee work hours.

Customer Service

Have employees greet customers with a smile, and learn each student's name when possible. Wear name tags so that students can greet your staff by their names, too.

Notes

6 Guided Practice

5 Target Group Instruction

Discuss the importance of targeting one audience for one promotion. Do you plan the same menu items for high school students and second graders? Would you promote a brown bag lunch that featured peanut butter and jelly sandwiches to parents or would a sliced turkey with cheese, lettuce and tomato on whole wheat bread appeal more to that audience? Select only one customer group for a promotion activity.

After choosing a target group, narrow that audience size. This helps you to better understand the needs and values of your customers. For example, the objective of promoting NuMenus or Food Based Menus to parents during Back-to-School Night needs to be narrowed.

- Which schools usually have good parent participation and attendance during Back-to-School Night?
- Of those parents attending, which grade level is usually best represented? Kindergarteners, 5th graders, etc.?

Activity – Appendix B: Market Segmentation

Complete as much as possible in five minutes. Finish back home. Give an example of one segment and one of their needs. Review tool with class.

You cannot be everywhere, so empower staff to do the promotions. How can you target classroom teachers who are using the TN scholastic materials?

Targeting your Customers

Market Segmentation

- Geographic
- Demographic
- Services
- Audiences
- Competition

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Targeting your customers will help you to better understand your customer's needs and values. Your competition has targeted your customers' needs, so you'd better know them, too, if you want to keep their business.

- Select only **one** customer group for a promotion activity i.e., elementary students or Jr. High students or High School students or parents or teachers or administrators.
- Each customer group has its own needs and preferences.
- Increases the effectiveness of your message.

To help identify your customer groups, your district can be quickly analyzed by geographic and demographic characteristics. This is called market segmentation.

Tools for Successful Promotions

- Promotion planner worksheet
- Publicity
- Incentives/prizes
- Merchandise/decorate
- Team effort
- Evaluate

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Promotion Planner

Use your imagination and this worksheet for developing a successful marketing plan. Here are some points to help you get started. They are designed to help you tailor promotional efforts to your school.

Promotion Objective

What do you want your marketing campaign to accomplish?

New Food Items

- Promotions provide an excellent opportunity to offer new foods that tie into the monthly theme.

- Show only one new item at a time, 2 or 3 in a month is plenty.
- Make new food items sound appealing on the printed menu, and offer an incentive if students choose the new foods. Post a comparison of nutrients.

Breakfast Burrito with Dinosaurs
USDA's *Tool Kit for Healthy School Meals*

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Date

- Will you do a promotion for a day, week or entire month?
- Coordinate promotions to support other campus events, like sports activities, field trips, staff workshops, holidays, etc.

Theme

The title needs to get your customers **ATTENTION!**
Some ideas:

- South of the Border Sensation
- A Far East Feast
- Five a Day, Give me Five!
- Dining with Dinosaurs! or Dino-Meal

Photo: Dinosaur promotion

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After completing the Promotion Planner Worksheet, record activities on the *Annual Marketing Calendar* in Appendix E to share with your site staff. The *Annual Marketing Calendar* should be posted next to the monthly menus in each site kitchen.

Publicity

Publicity is critical to a successful promotion. You need to plan in advance how you are going to get the word out to achieve your objective. This step is not going to just happen, but *you* don't need to do all the work. Your local publicity resources can help, if you initiate the contact and develop working relationships. Here are some suggestions on how to publicize:

Notes

The Breakfast Burrito is an example of a new food item you might want to try on students during a dinosaur promotion.

Printed Materials

Notes

Printed Materials

- Menus
- Quiz questions
- Newsletters
- Student newspapers
- Flyers/invitations
- Brochures

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Menus

- Jazz up your menus and descriptions of menu items. Send menus home with all students. (Be sure to include your phone number for parents to call with questions or comments. Many will be positive!)
- Distribute menus to all teachers and suggest that they (1) review them with students in class and encourage students to complete activities on the back, and (2) incorporate nutrition education mini-lessons (count it as part of health curriculum).
- Link and reinforce Team Nutrition Scholastic Lessons.
- Reward teachers and students for completing menu back activities.

Quiz Questions

Place quiz questions in the following areas:

- Teacher mailboxes
- Teacher food line
- Teacher's lunch or resource room
- School's main office
- Give a master list of questions & answers to teachers or student leaders, who can announce "nutrition question of the day" as an educational game.

Newsletters

- Insert in principal's newsletter packet to parents.
- Send to PTA newsletter editor and request that it be reproduced and distributed in its entirety or excerpts included in a regular "nutrition news" column (check that there are no copyright restrictions!).

Student Newspapers

- Feature a promotional story in a local newspaper or campus newsletter.
- Place an ad in a student publication to announce your special promotion.

Review Appendix F for a menu format that features nutrition disclosure information.

Add some quiz questions to your promotions. Let children guess the correct answer to some fact questions on dinosaurs, earth day, multicultural celebrations, etc. Remember, one of the goals of the Healthy School Meals Initiative is to create a learning lab. Link to Scholastic Nutrition Education Lessons.

Review Appendix E: Sample Press Release, to use for NuMenus or Food Based Menus.

- Many of your promotions will be very visual, creating great “photo opportunities” for local news stories. To take advantage of “photo moments” purchase a camera for your department.

Flyers/Invitations

- Put up signs several days in advance to announce your promotion - announce several times for emphasis.

Brochures

- Place a brochure describing your program, hours of operation, and meal prices in a clear acrylic stand in all the school’s main offices.
- Give brochures to district business managers, principals, superintendents, and presidents of parent groups.

Word-of-Mouth Publicity

<p style="text-align: center;">Word-of-Mouth Publicity</p> <ul style="list-style-type: none">• Student groups• Special events/meetings• Teachers

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Student Groups

- Form Student Nutrition Advisory Committee of parents, teachers, administrators, child nutrition staff and students to be involved in menu changes. The committee might discuss the perception of the healthfulness of your menus and the potential acceptability of changes being proposed. Staff will be able to discuss equipment and work schedule needs as well as children’s food preferences.
- Administrators will be involved from the beginning regarding any changes affecting serving times or procedures.
- Teachers may enhance the changes in the food service area and recognize their roles in nutrition education in the classroom.
- Students also need to be involved and can belong to the same group or they can form a group of their own.
- The time needed to make a Student Nutrition Advisory Committee successful may seem overwhelming, but good relations and positive results make the effort worthwhile. If you do form a group, be sure to use or respond to its major

Notes

suggestions. Otherwise, group members will become dissatisfied and may become obstacles rather than partners.

Special Events/Meetings

Announce your program by having a display table and brochures available during Back-to-School Night, kindergarten orientation, PTA meetings, health fairs, etc.

Teachers

Teachers can be great supporters of your program! Invite teachers to participate in nutrition education activities and reward class involvement.

Media

Coordinate media activities with a Public Relations Manager, if available. If your school does not have a media coordinator, work with a school principal, if possible.

Television

- Hold a press conference.
- Have a local station (often cable TV) broadcast school menus daily.
- Participate on talk shows.

Radio

- Have the student council president, football captain, head cheerleader or other influential student leader announce the day's menu or promotional activities over the loudspeaker.
- Some local radio stations will announce menus daily; provide them with appealing and descriptive terms!

Incentives/Prizes

Children learn about prizes and incentives during their developmental years. They really enjoy getting a small prize for some positive behavior change or choice.

Child Nutrition Programs can give out prizes that feature the department's name and logo as a way to increase participation or reward a child for selecting a new food item.

Incentive/Prizes

- Pencils
- Water bottles/fanny packs
- Pizza party
- Free food (treats)
- Balloons

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Notes

Media

Only invite or encourage the media to come if you have time to get ready. Remember, your cafeteria needs to shine! If you invite the press, you will need custodial assistance and extra labor to clean and decorate.

“Take a Taste”

- Give out samples at the entrance to the cafeteria or at the beginning of the serving line. A costumed mascot can offer samples to students waiting in line.
- Have tasting parties and let the students sample new items in advance. And use that feedback!

Stickers

Kids love stickers! When they try new foods, reward students with a sticker.

Magnets

At the beginning of the school year, give a magnet to students to keep your menu on their refrigerator at home. Magnets featuring your logo help students and parents remember your program throughout the school year.

Pencils

Plan a word game that features healthy foods and give out pencils for students who choose to play.

Bookmarks

Promote nutritious school meals and reading at the same time! April is National Library Month.

Water Bottles, Fanny Packs, Frisbees, T-Shirts

Promote healthy exercise and eating habits by giving larger prizes. Promotional materials are available from the President’s Council on Physical Fitness and Sports. Plan a frequent customer card program, where kids get their card stamped weekly after choosing a healthier food item. When their card is stamped completely, they receive a prize.

Plastic Bags

Give older children a bag for “Trick or Treat” at Halloween. You can include a healthy treat in each bag. Also, use bags for health fairs, parent nights, etc.

Celebrity Visit

Invite a professional athlete to dine with your students, or have a costumed mascot visit the cafeteria. A staff member or parent volunteer can wear the costume and give a pep talk to get students involved and excited about what’s happening in their meal programs.

Pizza Party

Challenge elementary students to have a poster contest of healthy foods featured in the cafeteria. The winning class

Notes

Put bag lunches in Halloween Treat Bags.

For big prizes, do a month-long promotion. Children will need a voucher card stamped every time they play.

gets a private party in the cafeteria with tablecloth and decorations, and of course pizza!

Merchandise

As you start to merchandise your healthy school meals and decorate your school cafeteria, here are some questions to help you get started.

- What are your school colors? Can they be used in your cafeteria?
- What's the school mascot? Can the mascot's name be part of your cafeteria's name?
- What is the first thing a kid sees in the serving area?
- Do students have time to read when they are waiting in the serving line?

Menu Boards

Your customers read this everyday! Display it at **their** eye level, and keep it clean, attractive, and current!

Bulletin Boards

Food service directors are always looking for ways to make the serving line more attractive. Bulletin boards, especially those using a fresh approach, spark student interest and extend an exciting invitation to learn. A bulletin board inservice can show staff how easy, attractive, and fun a bulletin board can be!

Photo: Bulletin Board In-Service

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Assign a bulletin board for monthly promotions and one for general nutrition. The results are impressive!

Kiosk, Photo Boxes, Free-Standing Whiteboard

Photo: Fiesta del Sol

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These display fixtures can help you get started promoting new dishes, theme days, school activities and, of course, the fun of eating lunch at school.

Garnishes

Photo: Chicken Tetrazzini

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Notes

Directions on how to make the kiosks and photo boxes are in USDA's ***Tool Kit for Healthy School Meals***.

Customers eat with their eyes. Garnishes add eye appeal to your serving line.

- Get their attention with a display plate!
- Think color - Separate salad bowl containers with curly endive.
- Think contrast - Mix apples and oranges in a bowl.

Dress to Promote

- Employees can wear buttons, aprons, hats, T-shirts, or costumes to make the promotion fashionable and fun!
- Borrow or rent costumes.

Posters/Banners

Photo: Taste of Asia

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- Perfect for the wide side of a salad bar, this banner helps add color and excitement to your cafeteria setting. Plus, it's inexpensive to do!
- When trying to expand your customer base, place signs **outside** the cafeteria.

Static-Cling Decorations

- Use them to decorate your cafeteria, add color or create a mood for your theme day or ethnic food day.
- Remember to save and reuse decorations!

Music/Props

- Music can set the stage for your special Western Day. Play it in the cafeteria while students are eating or use some over the school's intercom system to announce the upcoming festivities. Check with your library for music possibilities.

Get the Whole School Involved!

Use your imagination and ideas from your staff or the teachers at your school to make your cafeteria the "in-place" to be. Form partnerships so that several people are involved and responsible for the outcome of your marketing efforts:

- Assign one staff person the responsibility for promotions. i.e., cashier, manager, etc.
- Students
- Administrators
- Teachers
- Parents
- Food industry representatives
- Local volunteer chefs

Notes

- Local associations
 - American Dietetic Association
 - American Heart Association
 - American Cancer Society

Notes

Evaluation

Expenses

- Food costs for 100 people
- 100 pencils
- Staff time and labor

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Cost

Put aside a set amount of your budget for marketing expenses each year. Start small and build according to your successes. Invest in marketing—the rewards to your program will be great!

Results

Invest in Marketing Results

- Increased participation
- Satisfied customers
- Good public relations
- Empowered employees

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- Increased participation
- Satisfied customers
- Good public relations
- Empowered employees
- Remember to recycle and reuse merchandising materials

Evaluation Form

Use the form in Appendix G to evaluate your promotional efforts.

For additional information on marketing, see USDA's *Tool Kit for Promoting Healthy Meals*.

USDA's Team Nutrition Schools

USDA's Team Nutrition is a network of public and private partnerships that promote food choices for a healthy diet through the media, schools, families, and the community. **USDA's Team Nutrition** supports the new policy updating school meals nutrition standards to reflect the Dietary Guidelines for Americans. This historic policy change – the *School Meals Initiative for Healthy Children* – is the most significant reform of the school meals program since 1946.

Team Nutrition Schools represent the community focal point for **USDA's Team Nutrition** and are the link to community-level implementation of the *School Meals Initiative for Healthy Children*. Team Nutrition Schools will showcase healthy changes in school meals and new nutrition education programs. Team Nutrition Schools will model the involvement of Team Nutrition partners and supporters at the local level and actively promote school meals that offer more healthful choices. All schools currently participating in the National School Lunch Program are eligible to become a Team Nutrition School.

USDA has highlighted a **Team Nutrition School** in each state. USDA will continue to recognize those schools and communities that have demonstrated their commitment to improving the health and nutrition education of children and encourage all schools throughout the nation to become a **USDA Team Nutrition School**.

The Secretary of Agriculture has invited every principal and food service director in the country currently participating in the school lunch program to enroll their school in the **Team Nutrition Schools Program**.

A Team Nutrition School Will:

- Support USDA's Team Nutrition mission and principles.
- Demonstrate a commitment to meet the Dietary Guidelines for Americans.
- Designate a **Team Nutrition School** leader.
- Distribute Team Nutrition materials to teachers, students and parents.
- Involve teachers, students, parents, food service personnel, and the community in interactive and entertaining nutrition education activities by having at least one nutrition event per year.
- Demonstrate a well-run Child Nutrition Program.
- Share successful strategies and programs with other schools.

Notes

7 Individual Practice

Activity

Promotion Planner Worksheet – Appendix C

Have each person get a partner and plan one promotion for approximately 10 minutes. Have them share ideas. Instructor writes ideas on T-2. Circulate to help students.

8 Closure

Activity

A Team Nutrition School Receives:

- A Team Nutrition Leadership Award acknowledging its commitment.
- Recognition in a National Directory of Team Nutrition Schools.
- Team Nutrition resource materials for use in the classroom, in the cafeteria and at home, such as Scholastic's classroom kits and Disney educational posters featuring "Lion King" characters.
- Early alerts about the many additional products available in the future.
- Team Nutrition School designation for two years.

USDA's Team Nutrition brings to life the promise of healthy children—**Team Nutrition Schools** fulfill that promise by bringing together all those who care about children's health... join the team!

For more information, write to USDA's Team Nutrition Schools, P.O. Box 0812, Rockville, Maryland, 20848-0812 or E-Mail to: TEAMNUTRITION@REEUSDA.GOV

Notes

Appendix A: Example of Scholastic Lesson

From Grades 1-2 Module, Lesson F

Lunchroom Link

Children examine the lunchroom menu and categorize the foods according to the food groups. They tally the number from each food group and use building blocks to see how the foods available fill the pyramid.

Children can invite the food service staff to give them a talk on how they use the pyramid to create balanced meals. Children can present their food pyramid poster to the staff to help decorate the cafeteria.

Appendix B: Activity

Market Segmentation

Directions: Please complete and include in your annual marketing plan.

Geographic Variables

- City or rural school district (circle one)
- Population _____
- Number of elementary schools _____
- Number of middle schools _____
- Number of jr. high schools _____
- Number of high schools _____
- Number of year-round schools _____
- High school campus(es) closed or open _____
- Fast food restaurants near campus _____
- Before and after school daycare _____

Demographic Variables

- | | Elementary | Middle/Jr. High | High School |
|--|---------------|---|-------------|
| a. Total Enrollment (or ADA) | _____ | _____ | _____ |
| b. Total Meals Served (ADP) | _____ | _____ | _____ |
| c. Number of Reduced-Price Meals | _____ | _____ | _____ |
| d. Number of Free Meals | _____ | _____ | _____ |
| e. Total Staff/Faculty/Administration | _____ | _____ | _____ |
| f. Summarize your Customer Profile | _____ | _____ | _____ |
| | _____ | Total customers served daily, divided by | |
| | _____ | Total number of students+admin+teachers+parents | |
| | _____ | x 100 | |
| | = | _____ % customers served | |
| g. Ethnic profile of the student population: (This is important for food preferences when planning menus.) | _____ | | |
| Approximate percentage of: | | | |
| African American | _____ | % | |
| American Indian | _____ | % | |
| Asian | _____ | % | |
| Caucasian | _____ | % | |
| Hispanic | _____ | % | |
| h. Average family income of most students in your district: (circle one) | | | |
| Low Income | Middle Income | High Income | |

Describe Your Services

Do you offer any of the following, and at what sites?

- | | Available Location(s) |
|----------------------------|-----------------------|
| a. Breakfast Program | _____ |
| b. Lunch Program | _____ |
| c. Salad/Deli/Potato Bars | _____ |
| d. À la carte Program | _____ |
| e. Catering | _____ |
| f. Outside Cart Program | _____ |
| g. POP Debit Card | _____ |
| h. Hours of Operation/Meal | _____ |
| i. Service/Prices | _____ |

Describe Your Competition

What fast-food restaurants are near campus? How do their menu and prices compare to yours?

Do students bring lunches from home on a regular basis? Have they ever tried school meals? Have you planned any promotions to reach this untapped customer base? Do you have a lot of dual working parents who commute?

How often do you hold fundraisers and what is the district policy on student fundraisers? Parent fundraisers?

Appendix C: Activity

Promotion Planner Worksheet

1. Promotion Objective: Activity: Food Items:				
2. Promotion Date(s) Campus Events Holidays		3. Target Group (circle one) Children Parents Administrators Teachers		
4. Promotion Theme Title (Attention-Getter)				
5. Publicize Promotion a. Print b. Word of Mouth c. Media				
6. Dress/Decorate/Merchandise				
7. Incentives/Prizes				
8. Who's Responsible				
9. Cost/Expenses				
10. Evaluate				
	Poor	Satisfactory	Good	Excellent
Did Promotion Accomplish Objectives?	1	2	3	4
Were Items Well Received?	1	2	3	4
What Was Student Response?	1	2	3	4
How Did Staff Respond?	1	2	3	4

Appendix D: Annual Marketing Calendar

Annual Marketing Calendar Healthy School Meals

	Theme	Food	Dates	Campus Events	Holidays
Jul.					
Aug.					
Sep.					
Oct.					
Nov.					
Dec.					
Jan.					
Feb.					
Mar.					
Apr.					
May					
Jun.					

Annual Marketing Calendar Healthy School Meals

	Publicize Promotion (Print)							
	Banners/ Posters	Brochures	Flyers/ Invitations	Menus, Printed	Newsletter	Newspaper, School	Quiz Questions	Tabletop Tents
Jul.								
Aug.								
Sep.								
Oct.								
Nov.								
Dec.								
Jan.								
Feb.								
Mar.								
Apr.								
May								
Jun.								

Annual Marketing Calendar

Healthy School Meals

	Publicize Promotion (Word of Mouth)							Publicize Promotion (Media)		
	Back to School	Celebrity Visits	Parent Group	Staff Meetings	Student Groups	Spokes-person	"Take a Taste"	Newspaper	Radio	Television
Jul.										
Aug.										
Sep.										
Oct.										
Nov.										
Dec.										
Jan.										
Feb.										
Mar.										
Apr.										
May										
Jun.										

Annual Marketing Calendar Healthy School Meals

Merchandising						Prizes/Incentives				
	Bulletin Board	Dress	Garnish	Menu Board	Place on Line	Book-marks	Buttons	Fanny Packs	Frisbees	Magnets
Jul.										
Aug.										
Sep.										
Oct.										
Nov.										
Dec.										
Jan.										
Feb.										
Mar.										
Apr.										
May										
Jun.										

Annual Marketing Calendar Healthy School Meals

Incentives to Offer								Person Responsible
	Notepads	Pencils	Plastic Bags	Stickers	T-shirts	Water	Other	

						Bottles		
Jul.								
Aug.								
Sep.								
Oct.								
Nov.								
Dec.								
Jan.								
Feb.								
Mar.								
Apr.								
May								
Jun.								

Appendix E: Sample Press Release

January, 1996

TO: Parents

FROM:

SUBJ: Food Based Menus or NuMenus

The _____ Unified School District Food Service Department is participating in the Child Nutrition Program new menu planning system – _____! We will be planning menus that feature lower fat, lower sodium foods, and more fruits, vegetables and whole grain products, in order to meet the nutrient requirements of the Recommended Dietary Allowances and the Dietary Guidelines for Americans.

Our goal is to become a partner in nutrition education, and to promote nutrition as vital to a comprehensive health program.

We will be working with Student Nutrition Advisory Committees, changing menus, promoting nutrition education for use by teachers, and promoting other projects. In the fall you will start to see information and activities associated with _____.

What can you expect this year and in the future?

- More whole grain products, including whole wheat rolls, whole wheat buns with hamburgers and a little whole wheat in the pizza crust.
- A variety of fruits and vegetables.
- Less butter on vegetables.
- Lowfat salad dressings.
- Promotions to encourage lowfat choices and healthy entrees.
- Nutrition education activities related to our monthly nutrition topic for teachers to use with students.

Questions? Call _____ at _____

Appendix F: Nutrition Disclosure

YOUR _____ UNIFIED SCHOOL DISTRICT

September 1996Prices

Daily

Full Price

\$

Reduced

\$

Credits

Credits

In the operation of child feeding programs, no child will be discriminated against because of race, sex, color, national origin, age or handicap. If you believe your child has been discriminated against, write immediately to the Secretary of Agriculture, Washington D.C. 20250.

Weekly Nutritional Analysis

	Goal	This Week
KCAL	667	
IRON	3mg	
FAT	≤ 30% fat	
SAT.	<10%	
KCAL	667	
IRON	3mg	
FAT	≤ 30% fat	
SAT.	<10%	
KCAL	667	
IRON	3mg	
FAT	≤ 30% fat	
SAT.	<10%	
KCAL	667	
IRON	3mg	
FAT	≤ 30% fat	
SAT.	<10%	

Monday	Tuesday	Wednesday	Thursday	Friday
2	3	4	5	6
9	10	11	12	13
16	17	18	19	20
23	24	25	26	27
30				

For more information call: _____

Appendix G: Promotion Evaluation

Promotion Evaluation		Poor	Satisfactory	Good	Very Good	Excellent
Did Promotion Accomplish Objectives?	<div>Comments</div> <div></div> <div></div> <div></div>	1	2	3	4	5
Were Items Selected Well Received?	<div>Comments</div> <div></div> <div></div> <div></div>	1	2	3	4	5
What Was Response From Students?	<div>Comments</div> <div></div> <div></div> <div></div>	1	2	3	4	5
What Was Response From Staff?	<div>Comments</div> <div></div> <div></div> <div></div>	1	2	3	4	5
What Improvements Can Be Made?	<div>Comments</div> <div></div> <div></div> <div></div>	1	2	3	4	5

Appendix H: Food & Nutrition Information Center

USDA's Healthy School Meals Resource System

The United States Department of Agriculture's (USDA) School Meals Initiative for Healthy Children is committed to improve the health and education of children through better nutrition. The USDA established Team Nutrition to help implement the school meals initiative. As a part of Team Nutrition, the Healthy School Meals Resource System is being developed by the Food and Nutrition Information Center (FNIC) of the National Agricultural Library (NAL). Resources currently available to school nutrition personnel are reviewed and entered into a database. Sample audiovisuals, text, and ordering information are available through the system. The resource system also provides access to educational opportunities on school food service issues, an electronic discussion group, Federal guidelines, a calendar of national conferences, and links to other electronic sites of related information.

Access points to The Healthy School Meals Resource System include:

Printed Format

A listing of all materials in the resource system, including ordering information, is available in printed form. Many materials will be available on loan from the NAL.

Computer Disk

The database and other materials in the resource system will be available on diskette. The disks have the added benefit of a search program that will allow you to search the database by keywords.

The Internet

Gopher Address:

schoolmeals.nslusda.gov 7001

World Wide Web (WWW) Address:

<http://schoolmeals.nalusda.gov:8001>

Through a gopher and World Wide Web (WWW) you can access the listing of materials and download the text of many resources listed. On the WWW you can also download graphics, and users of multimedia systems will hear audio and see video clips of resources. If you do not know how to access gophers or the WWW, request technical assistance at your facility.

Healthy School Meals Electronic Discussion Group

Mealtalk provides a forum for people interested in healthy school meals to share ideas.

To subscribe, send an e-mail message to: majordomo@nalusda.gov

In the body of the message type: subscribe mealtalk Your Name <your e-mail address>.

For example, if your name is Jane Smith, and your e-mail address is jsmith@anywhere.edu, you would type: subscribe mealtalk Jane Smith <jsmith@anywhere.edu>

For more details on how to obtain other on-line services, please see the handout: Electronic Access to the Food and Nutrition Information Center, available from FNIC. For additional information, contact:

Food and Nutrition Information Center
National Agricultural Library
United States Department of Agriculture
Room 304, 10301 Baltimore Blvd.
Beltsville, MD 20705-2351

Phone: 301-504-5719
Fax: 301-504-6409
TTY: 301-504-6856
Internet: fnic@nalusda.gov

Appendix I: Electronic Access to the Food and Nutrition Information Center

The Food and Nutrition Information Center (FNIC) maintains a variety of electronic access points for the full texts of its bibliographies, resource lists, and fact sheets. Databases available include Food and Nutrition Software and Multimedia Programs, Foodborne Illness Educational Materials, Food Guide Pyramid Educational Materials, and Food Labeling Educational Materials. Additional Information is available on human nutrition, nutrition education, food service management, and other topics.

The FNIC Gopher and World Wide Home Page

FNIC maintains easy-to-use gopher and World Wide Web sites where users may read or download files. Because FNIC is linked to other gophers and World Wide Web sites, and hardware and software vary greatly among users, and there are many ways to reach FNIC. Below are some examples.

System Requirements: Internet access with World Wide Web, gopher, or teinet capability.

Access Methods:

- Use the World Wide Web URL <http://www.nalusda.gov/fnic.intrnl>.
- Use the gopher address <gopher.nalusda.gov>. From the menu displayed (National Agricultural Library) choose NAL Information Centers, then Food and Nutrition Information Center, USDA.
- If you don't have gopher access, use teinet to reach a public gopher site (such as Library of Congress; use the teinet address <marvel.loc.gov> and log in as marvel). Then you can try several things:
 - Search for a menu of other gophers and information servers and find Food and Nutrition Information Center, USDA. You may have to go down several levels to find it.
 - Use Veronica (a gopherspace search tool) to do a keyword search on food nutrition center.
 - Try to find Food and Nutrition Information Center, USDA on lists of government or health gophers.

Agricultural Library Forum (ALF)

ALF is the electronic bulletin board of the National Agricultural Library. FNIC operates a special FOOD conference on ALF, where users may read short bulletins about FNIC and download the full text of FNIC's publications and databases.

System Requirements: modem and communication software, or Internet access with teinet or Word Wide Web capability.

Access Methods:

- By modem, dial 301-504-6610, 301-504-5111, 301-504-5496, or 301-504-5497. The settings are: data bits - 8, stop bit - 1, parity - none, duplex - full. From the Main Menu, join the FOOD conference.
- Use the teinet address fedworld.gov and choose U: Utilities/Files/Mall the D: GateWay System (Access other government systems/databases), and then D: Connect to Gov't sys/database. Type ? for entire gateway list, then select ALF (USDA):National Agricultural Library BBS. From the Main Menu, join the FOOD conference.
- Using the World Wide Web URL <http://www.fedworld.gov>, follow the link to Fedworld Teinet Site, and continue with teinet instructions given above.

Nutrition Information Via E-mail

Information specialists respond to food and nutrition questions and send many FNIC publications through electronic mail.

System Requirements: Internet access and electronic mail capability.

Access Method: Send e-mail requests to fnic@nalusda.gov.

International Food and Nutrition Database

Appendices

The International Food and Nutrition Database (IFAN) is a full-text service of the Pennsylvania State University. FNIC is one of many organizations contributing nutrition information for health professionals and consumers.

System requirements: Internet access with teinet or gopher capability, or a modem and communications software.

Access Methods:

- By modem, dial 814-863-4820. At the psupen>prompt, type connect pen. At the user name: prompt, type your two-letter state abbreviation.
- Use the teinet address psupen.psu.edu. At the user name: prompt, type your two-letter state abbreviation.
- Use the gopher address psupen.psu.edu. Select Search using keywords <?>. Type FNIC and press return.

Nutrient Data Bank Bulletin Board

The Nutrient Data Bank Bulletin Board, maintained by the Nutrient Data Laboratory of the U.S. Department of Agriculture's Agricultural Research Service, focuses on the nutrient composition of foods. FNIC's food composition-related bibliographies and Database of Food and Nutrition Software Multimedia Programs are part of the information available on this electronic bulletin board.

System Requirements: Internet access with gopher, teinet, or World Wide Web capability, or a modem and communications software.

Access Methods:

- By modem, dial 301-734-5078. The settings are: data bits - 8, stop bit - 1, parity - none, duplex - full.
- Use the gopher address inform.umd.edu. Select Educational Resources, Academic Resources by Topic, Agriculture and Environmental Resources, United States Department of Agriculture, USDA Food Composition Data, Bulletins and Food and Nutrition Information Center.
- Use the teinet address inform.umd.edu and choose Inform Information for Maryland, College Park Campus-wide Information Server. Follow gopher selections above.
- Use the World Wide Web URL
- <http://www.Inform.urnd.edu/Edres/Topic/AgrEnv/USDA/USDAFoodCompositin Data>, then choose Bulletins, then Food and Nutrition Information Center.

System Requirements: Internet access and electronic mail capability.

Access Method: Send e-mail request to fnic@nalusda.gov.

There is also a Healthy School Meals Electronic Discussion Group, called Mealtalk, for people interested in healthy school meals to share ideas. To subscribe to Mealtalk, send an e-mail message to majordomo@nalusda.gov. In the body of the message type: subscribe mealtalk firstname lastname <email address>.

For information and assistance, contact:

Food and Nutrition Information Center
National Agricultural Library
Agricultural Research Service
United States Department of Agriculture
Room 304, 10301 Baltimore Blvd.
Beltsville, MD 20705-2351
301-504-5719 Fax: 301-504-6409 TTY: 301-504-6856
Internet: fnic@nalusde.gov

Appendix J: Commodity Board Resource List

Commodity Board Resource List

1. **Alaska Seafood Marketing Institute**
1111 W. 8th Street, Suite 100
Juneau, AK 99801
2. **Almond Board of California**
P.O. Box 15920
Sacramento, CA 95852
3. **American Celery Council**
Lewis & Neale Inc.
928 Broadway
New York, NY 10010
4. **American Dry Bean Board**
4502 Avenue I
Scottsbluff, NE 69361
5. **American Egg Board**
1460 Renaissance Drive
Park Ridge, IL 60068
6. **American Meat Institute**
P.O. Box 3556
Washington, D.C. 20007
7. **Apple Institute**
6707 Old Dominion Drive, Suite 320
McLean, VA 22101
8. **Asparagus U.S.A.**
2133 University Park
Okemos, MI 48864
9. **Beef Industry Council**
444 North Michigan Ave.
Chicago, IL 60611
10. **Broccoli**
c/o Mann Packing Company Inc.
Box 690
Salinas, CA 93902-0690
11. **California Apricot Advisory Board**
1280 Boulevard Way
Walnut Creek, CA 94595
12. **California Beef Council**
551 Foster City Blvd., Suite A
Foster City, CA 94404
13. **California Cling Peach Advisory Board**
P.O. Box 7111
San Francisco, CA 94120
14. **California Date Administrative Committee**
Box 1736
Indio, CA 92202-1736
15. **California Fig Advisory Board**
3425 N. First Street, Suite 109
Fresno, CA 93726
16. **California Fresh Carrot Advisory Board**
531-D North Alta Avenue
Dinuba, CA 93618
17. **California Fresh Market Tomato Advisory**
690 Fifth Street
San Francisco, CA 94107
18. **California Grape and Tree Fruit League**
1540 E. Saw Avenue, Suite 120
Fresno, CA 93710
19. **California Olive Industry**
P.O. Box 4098
Fresno, CA 93744
20. **California Poultry Industry Federation**
3117- A McHenry Ave.
Modesto, CA 95350
21. **California Prune Board/SFS**
55 Union St.
San Francisco, CA 94111
22. **California Raisin Advisory Board**
Ketchum Food Marketing
55 Union Street
San Francisco, CA 94111-1217
23. **California Strawberry Advisory Board**
Food Service Director
Box 269
Watsonville, CA 95077
24. **California Table Grape Commission**
P.O. Box 5498
Fresno, CA 93755
25. **California Tomato Board**
2017 N. Gateway, Suite 102
Fresno, CA 93727

26. **California Tree Fruit Agreement**
(peaches, plums, nectarines, Bartlett pears)
Box 255627
Sacramento, CA 95865
27. **Canned Fruit Promotion Service**
(peaches, fruit cocktail, pears)
Box 7111
San Francisco, CA 94120
28. **Cherry Central Cooperative, Inc.**
(dried cherries)
P.O. Box 988
Traverse City, MI 49685-0988
29. **Cherry Marketing Institute**
2220 University Park Drive
Okemos, MI 48864
30. **Colorado Potato Administrative Committee**
San Luis Valley Office (Area II)
P.O. Box 348
Monte Vista, CO 81144
31. **Dairy Council of California**
1101 National Drive, Suite B
Sacramento, CA 95834
32. **Florida Celery Committee**
4401 E. Colonial Drive
Orlando, FL 32814
33. **Florida Department of Citrus**
Foodservice Department
Lakeland, FL 33802
34. **Florida Sweet Corn Commission**
P.O. Box 140155
Orlando, FL 32814-0155
35. **Florida Tomato Committee**
928 Broadway
New York, NY 10010
36. **Florida Tomato Committee**
P.O. Box 140635
Orlando, FL 32824-0635
37. **Frozen Food Institute**
1764 Old Meadow Lane, Suite 350
McLean, VA 22101
38. **Frozen Freestone Peach Council**
P.O. Box 7001
Lafayette, CA 94549
39. **Hazelnut Marketing Board**
P.O. Box 23126
Tigard, OR 97223
40. **Horseradish Information Council**
P.O. Box 720299
Atlanta, GA 30358
41. **Idaho Potato Commission**
P.O. Box 1068
Boise, ID 83701
42. **Idaho-Oregon Onion Promotion Committee**
P.O. Box 909
Parma, ID 83660
43. **Louisiana Seafood Promotion and Marketing**
P.O. Box 70648
New Orleans, LA 70172-0648
44. **Michigan Cherry Committee**
Box 30285
Lansing, MI 48909
45. **National Association of Meat Purveyors**
1920 Association Drive, Suite 400
Reston, VA 22091
46. **National Dairy Council**
O'Hare International Center
10255 West Higgins Road, Suite 900
Rosemont, IL 60018-5616
47. **National Fisheries Institute**
(1,000 seafood related businesses)
1525 Wilson Boulevard, Suite 500
Arlington, VA 22209
48. **National Honey Board**
421 21st Avenue, Suite 203
Longmont, CO 80501-1421
49. **National Livestock and Meat Board**
444 North Michigan Ave.
Chicago, IL 60611
50. **National Onion Association**
510 Greeley National Plaza
Greeley, CO 80631
51. **National Pasta Association**
2101 Wilson Boulevard, Suite 920
Arlington, VA 22201
52. **National Pork Producers Council**
Box 10383
Des Moines, IA 50306
53. **National Turkey Federation**
11319 Sunset Hills Road
Reston, VA 22090
54. **North American Blueberry Council**
P.O. Box 166
Marmora, NJ 08223

55. **Oregon Raspberry and Blackberry Commission**
712 NW 4th Street
Corvallis, OR 97333
56. **Peanut Advisory Board**
1950 North Park Place, Suite 525
Atlanta, GA 30339
57. **Pecan Marketing Board**
122 W. Carpenter Freeway, Suite 480
Irving, TX 75039
58. **Produce Marketing Association**
1500 Casho Mill Road,
Newark, DE 19714-6036
59. **Sunkist Growers Inc.**
(citrus growers)
P.O. Box 7888
Van Nuys, CA 91409
60. **The American Mushroom Institute**
Pennsylvania Department of Agriculture
907 E. Baltimore Pike
Kennett Square, PA 19348
61. **The Potato Board**
1385 Colorado Boulevard, Suite 512
Denver, CO 80222
62. **The Sugar Association, Inc.**
1101 15th Street, N.W.
Washington, D.C. 20005
63. **USA Dry Pea and Lentil Council**
5071 Highway 8 West
Moscow, ID 93843
64. **USA Rice Council**
Box 740123
Houston, TX 77274
65. **Vegetarian Education Network Recipe Files**
P.O. Box 3347
West Chester, PA 19381
66. **Walnut Marketing Board**
Torme & Company
350 Pacific Ave
San Francisco, CA 94111
67. **Washington Apple Commission**
Foodservice Department
P.O. Box 18
Wenatchee, WA 98807
68. **Washington State Potato Commission**
108 Interlake Road
Moses Lake, WA 98837
69. **Wheat Foods Council**
5500 South Quebec, Suite 111
Englewood, CO 80111
70. **Wisconsin Milk Marketing Board**
8418 Excelsior Drive
Madison, WI 53717

Appendix K: Resources from the National Food Service Management Institute



National Food Service Management Institute
The University of Mississippi

RESOURCES AVAILABLE TO YOU

*from NFSMI - a partner with USDA
in implementing healthy school meals.*

ABOUT NFSMI

The National Food Service Management Institute, established by Congress, conducts activities to assist in improving the quality of Child Nutrition Programs. NFSMI provides up-to-date, accurate, timely technical assistance to child nutrition professionals working to help develop healthy eating behaviors in children.

PERSONS SERVED BY NFSMI

- Food service managers, supervisors, and directors of child nutrition programs
- Front-line food service personnel and school food service assistants
- Researchers investigating child nutrition issues
- State Child Nutrition Program directors, supervisors, and specialists
- NET coordinators
- Teachers, school administrators, and school board members
- Community leaders and decision-makers

RESOURCES TO SUPPORT HEALTHY SCHOOL MEALS

CLEARINGHOUSE FOR INFORMATION RETRIEVAL AND DISSEMINATION. -

Provides timely access to information and resources for Child Nutrition personnel through a toll free number, 800-321-3054.

Information Services include:

- Quick answers to factual questions
- Bibliographies on specific topics retrieved from hundreds of computerized databases
- Referrals to other organizations or experts
- Opportunities to preview food service software (by appointment)
- Photocopies of journal articles
- Lending services for print and non-print materials

CUSTOMER SERVICE "HELP DESK" - Provides immediate up-to-date, accurate, and timely assistance regarding all aspects of the Healthy School Meals Initiative to food service personnel via "state-of-the-art" avenues to the Information Highway. This technical assistance is available through a toll free number, 800-321-3054.

TRAINING MATERIALS

Pyramid Builders (developed by Kansas State Board of Education) - Nutrition activities for Grades K-6 Includes teacher, school food service, latchkey, and tasting party resources EXIO-93 \$45.00.

High Time for Lowfat (developed by Mississippi Department of Education, Bureau of Child Nutrition) a 24-hour course for school food service managers. Includes 5 Lesson Plans and 15 Marketing Kits. EX9-93 \$25.00. Instructor's manual available at extra cost.

On the Road to Professional Food Preparation - (BLT) Lessons on interpreting recipes, weights and measures, portion control, and recipe adjustment. Includes a 20-minute video and Weights and Measures Poster. ET5-93 \$35.00.

ONE - Orientation for Nutrition Employees (developed by Georgia Department of Education) - Includes 8 videotapes and trainers' guides for lessons 1-60, 4 video notebook albums, lapel pin and sample certificates. EX7-94 \$200.00.

Healthy Cooking for Kids - (BLT) Manual and videotape designed to introduce new preparation techniques and refine traditional methods resulting in the creation of healthier, great tasting meals that meet the USDA School Meals Initiative ET13-95 \$25.00.

Food Quality Evaluation and Assurance Manual for School Food Service - Procedures with forms to evaluate and improve food quality. R15-95 \$12.00.

Job Functions and Tasks of School Nutrition Managers and District Directors/Supervisors - Insight, a publication which summarizes job duties of school nutrition managers and district directors/supervisors. Order in quantities of 10. R102-95 \$.50 each. Volume discount available.

WORKSHOPS

Healthy Cuisine for Kids Workshop - This three day workshop will model exemplary "hands-on" training in food preparation that supports the Dietary Guidelines and includes a train-the-trainer component to help participants plan for organizing and conducting similar workshops.

NETPRO Workshops (Building Training Networks) - NETPRO I trains professionals in initiating a network, visionary planning, training delivery models, teamwork, and training skills. NETPRO 11 builds upon NETPRO I themes of leadership, networking, and training, with segments on existing resources and providing coaching.

Procurement Workshops - Two new training opportunities to be available in 1996 based on new publications. *First Choice: A Procurement Systems Manual* and *Choice Plus: A Procurement Reference Manual*. Both workshops will involve interactive training.

FOR WORKSHOP INFORMATION, TRAINING MATERIALS, OR OTHER ASSISTANCE, CONTACT:

National Food Service Management Institute
The University of Mississippi
Post Office Box 188
University, MS 38677-0188
Telephone 800-321-3054
FAX: 800-321-3061
Internet: nfsmi@sunset.backbone.olemiss.edu

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Appendix L: Instructor Outline

Lesson 10: Marketing Healthy School Meals

Lesson Time

Approximately 1 hour

Equipment

- ✓ Slide projector
- ✓ 2 screens
- ✓ Overhead projector

Materials

- ✓ Slides
- ✓ Blank transparencies
- ✓ Activity B: Market Segmentation
- ✓ Activity C: Promotion Planner Worksheet
- ✓ Activity D: Annual Marketing Calendar
- ✓ USDA's *Tool Kit for Healthy School Meals* – artwork
- ✓ Transparencies:
 - T-1 Appendix C: Promotion Planner Worksheet
 - T-2 Appendix D: Annual Marketing Calendar

Lesson Plan Outline

1. Interest Building Strategy/Set
 - a) Show food art from USDA's *Tool Kit for Healthy Meals*.
2. Review Competencies
3. Purpose

The purpose of this lesson is to review basic marketing guidelines and activities that will help school food services to:

 - a) increase participation
 - b) increase customer satisfaction
 - c) increase recognition as and provide healthy food choices
 - d) improve public relations
 - e) empower staff
 - f) This lesson will help you encourage students at your school to stay on campus, promote the link between nutrition education in the classroom and healthy food choices in the cafeteria, and see that both the teachers and students enjoy the healthy foods you are serving.
 - g) Show Slide 2. Is this a healthy food your students would enjoy?
4. Transfer
 - a) What are some monthly activities you perform as a Child Nutrition Director?
 - i) Suggested answers
 - a) Conduct budget reviews, write menus, attend meetings.
 - b) Is planning promotions one of your monthly activities?
 - i) Today you will learn what a marketing plan is and will have an opportunity to plan one marketing activity for a targeted audience. Show slide of recipe promotion package for South of the Border Sensation.
5. Instruction
 - a) Discuss purpose of marketing and USDA's **Team Nutrition** Schools.
 - i) We believe that children should be empowered to make food choices that reflect the Dietary Guidelines for Americans.
 - ii) We believe that good nutrition and physical activity are essential to children's health and educational success.
 - iii) We believe that school meals that meet Dietary Guidelines for Americans should also appeal to children and taste good.
 - iv) We believe our programs must build upon the best science, education, communication and technical resources available.
 - v) We believe that public-private partnerships are essential to reaching children to promote food choices for a healthful diet.
 - vi) We believe that messages to children should be age-appropriate and delivered in a language they speak, through media they use, in ways that are entertaining and actively involve them in learning.
 - vii) We believe in focusing on positive messages regarding food choices children can make.
 - viii) We believe it is critical to stimulate and support action and education at the national, state and local levels to successfully change children's eating behaviors.
 - b) Review the importance of a marketing plan.
 - c) Discuss merchandising and promotions.
 - d) Review key steps to a successful marketing plan.
 - e) Discuss targeting your customers.

Appendices

- f) Activity – Appendix B: Market Segmentation. Give students 5 minutes to review.
 - g) Discuss the tools for a successful promotion, Appendix C.
 - h) Discuss the purpose and components of the Annual Marketing Calendar, Appendix D.
 - i) Brainstorm theme ideas for 1 minute, and write ideas on blank transparency.
6. Guided Practice
- a) Activity: Promotion Planner Worksheet, Appendix C
 - i) Provide examples on slides of Promotion Planner Worksheet. See slides.
 - b) Objective
 - c) Food Items
 - d) Promotion Dates
 - e) Target Group
 - i) Discuss the importance of targeting one audience for one promotion. Do you plan the same menu items for high school students and second graders? Would you promote a brown bag lunch that featured peanut butter and jelly sandwiches to parents, or would a sliced turkey with cheese, lettuce and tomato on whole wheat bread appeal more to that audience?
 - ii) Select only one customer group for a promotion activity.
 - iii) After choosing a target group, narrow that audience size. This helps you to better understand the needs and values of your customers.
 - f) Theme
 - g) Publicize
 - i) Print
 - ii) Word of mouth
 - iii) Media
 - iv) Only invite or encourage the media to come if you work with the district or agency's Public Relations Director. Remember, your cafeteria needs to shine! If you invite the press, you will need custodial assistance and extra labor to clean and decorate.
 - h) Incentives/Prizes
 - i) Do not recommend offering magnets when a computer will be set-up nearby. It would be a shame to have a magnet erase a file or cause a computer problem, after all your hard work. Target incentives/prizes to the customer group (grade, sex, sport, etc.) and/or promotional focus.
 - i) Merchandise
 - j) Getting Everyone Involved
 - k) Costs/Expenses
 - l) Evaluate
 - m) **USDA's Team Nutrition Schools**
7. Individual Practice
- a) Activity: Promotion Planner Worksheet, Appendix C
 - i) Have each student get a partner and plan one promotion for approximately 15 minutes. Pairs will share ideas. Instructor writes ideas on T-2, "Annual Marketing Calendar," for use in Activity 4.
8. Closure
- a) Activity: Annual Marketing Calendar, Appendix D
 - i) Use ideas from Promotion Planner Worksheet to demonstrate how to use the calendar.

- b) Review competencies.
- 9. Back on the Job...
- 10. Appendices
 - a) Appendix A: Example of Scholastic Lesson
 - b) Appendix B: Market Segmentation
 - c) Appendix C: Promotion Planner Worksheet
 - d) Appendix D: Annual Marketing Calendar
 - e) Appendix E: Sample Press Release
 - f) Appendix F: Nutrition Disclosure
 - g) Appendix G: Promotion Evaluation
 - h) Appendix H: Food & Nutrition Information Center
 - i) Appendix I: Electronic Access to the Food and Nutrition Information Center
 - j) Appendix J: Commodity Board Resource List
 - k) Appendix K: Resources from the National Food Service Management Institute
 - l) Appendix L: Instructor Outline

Lesson 10: Marketing Healthy School Meals

Competencies

Participants will be able to:

1. Identify one way to link nutrition education activities in the classroom to the cafeteria.
2. Plan a promotion targeted to one market segment.
3. Start an Annual Marketing Calendar.

